

CLAIMS

I claim:

- 1 1. A method of distributing advertisements to a medium, the method comprising:
 - 2 a. classifying a plurality of messages according to a target criterion, each message
 - 3 containing a corresponding advertisement;
 - 4 b. selecting a message from the plurality of messages using a selection criterion, the
 - 5 selection criteria comprising a cost associated with the message; and
 - 6 c. delivering the selected message to a content site comprising a medium adapted to
 - 7 display the corresponding advertisement.

- 1 2. The method of claim 1, wherein the selection criterion is that the content site meets one
- 2 of a target, payment, and constraint of a message deal associated with the selected
- 3 message.

- 1 3. The method of claim 1, wherein the message is automatically generated based on a
- 2 characteristic of the content site.

- 1 4. The method of claim 1, wherein the message is selected from the group consisting of a
- 2 text message, a video message, and an audio message.

- 1 5. The method of claim 1, further comprising tracking the delivery of a selected message,
- 2 thereby generating tracking information.

- 1 6. The method of claim 1, wherein the selection criteria comprises a ranking of each of the
- 2 plurality of messages.

- 1 7. The method of claim 6, wherein the ranking is performed using one or more price
2 metrics, each price metric related to a cost of displaying the advertisement on the media.
- 1 8. The method of claim 7, wherein the selection criterion further comprises a ratio of the
2 display count of the advertisement to a display count of the remaining advertisements in
3 the category.
- 1 9. The method of claim 1, wherein classifying the plurality of messages is performed
2 according to a classification scheme.
- 1 10. The method of claim 1, wherein the target criterion is that an advertisement is related to a
2 characteristic of data related to a user.
- 1 11. The method of claim 10, wherein the characteristic is a topic entered by the user into a
2 Web page.
- 1 12. The method of claim 10, wherein the characteristic is a keyword supplied to a search
2 engine.
- 1 13. The method of claim 10, wherein the characteristic is a demographically identifiable
2 content.
- 1 14. The method of claim 10, wherein the characteristic is a geographically identifiable
2 content.
- 1 15. The method of claim 1, wherein the media comprises a node on the Internet.

- 1 16. The method of claim 1, wherein the medium comprises a mobile phone display.
- 1 17. The method of claim 1, wherein the medium comprises a television set.
- 1 18. The method of claim 1, wherein the medium comprises a radio signal.
- 1 19. The method of claim 1, wherein the medium comprises a non-electronic medium.
- 1 20. The method of claim 20, wherein the non-electronic medium comprises a newspaper.
- 1 21. A method of organizing advertisements for distribution to a medium, the method
2 comprising:
3 a. placing a message containing an advertisement into a category; and
4 b. ranking each message in each category according to one or more ranking criteria.
- 1 22. A system for distributing advertisements to a medium, the system comprising:
2 a. a database containing a plurality of messages organized by a targeting
3 classification;
4 b. a content inventory and inventory and deal manager configured to select a
5 message from the database according to a selection criteria; the selection criteria
6 including a price metric; and
7 c. a message server configured to transmit the selected message from the database to
8 a content site.
- 1 23. The system of claim 22, wherein the messages comprise a message selected from the
2 group consisting of a text message, a video message, and an audio message.

- 1 24. The system of claim 22, wherein the plurality of messages are ranked according to a
2 ranking criterion.
- 1 25. The system of claim 24, wherein the ranking criterion is related to a cost of displaying a
2 message on a medium.
- 1 26. The system of claim 24, wherein the ranking criterion is related to the number of times
2 that a message has been displayed on a medium.
- 1 27. The system of claim 22, further comprising a marketplace coupled to the content
2 inventory and deal manager, the marketplace configured to transmit a selected message to
3 a content site.
- 1 28. The system of claim 27, further comprising a tracking server coupled to the marketplace,
2 the tracking server configured to collect data on the messages transmitted to a content
3 site.
- 1 29. The system of claim 28, further comprising an advertiser and campaign manager coupled
2 to the marketplace, the advertiser and campaign manager configured to manage
3 campaigns, thereby generating a set of message deals that content sites can accept or
4 reject.
- 1 30. The system of claim 29, further comprising an advertiser reporting system coupled to the
2 marketplace, the advertiser reporting system configured to collect data on message deals
3 and generate reporting data.
- 1 31. The system of claim 27, wherein the marketplace is further configured to transmit a

1 message to a content site in response to a message deal of a message matching a business
2 rule of the content site.

1 32. The system of claim 22, wherein the content inventory and deal manager is configured to
2 generate a tag embedded in a page configured to be transmitted to a content site, the tag
3 identifying a location in the page for displaying the advertisement.

1 33. A system for distributing advertisements to a medium, the system comprising:
2 a. an advertiser campaign manager configured to generate a plurality of campaigns,
3 each campaign comprising a plurality of messages, targets, and a cost associated
4 with each message, each message having an associated advertisement;
5 b. a storage device for storing the plurality of campaigns;
6 c. a content inventory and deal manager configured to classify the plurality of
7 messages and to associate a price metric with each message;
8 d. a marketplace configured to select a message from the database for distribution to
9 a content site according to a selection criteria, the selection criteria including a
10 price metric and a business rule of the content site; and
11 e. a message server configured to transmit the selected message to a content site,
12 wherein the marketplace is coupled to the advertiser campaign manager, the
13 storage device, the content inventory and deal manager, and the message server.

1 34. The system of claim 33, wherein the content inventory and deal manager is configured to
2 classify the plurality of messages according to one of content classification, a
3 demographic classification, or a geographic classification.

1 35. The system of claim 33, wherein the advertiser campaign manager is configured to
2 automatically generate a message based on the metadata of a product or service being
advertised.